

**RJ REYNOLDS**

TOBACCO COMPANY

**COPY**

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR  
8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

JULY, 98

**DORAL JACKPOT PROMOTION #801271 (PRODUCT IS 'PRE-SLEEVED')**

|        |                                 |     |         |
|--------|---------------------------------|-----|---------|
| To:    | RJR ACCOUNT #: #462720          | CC: | B. COOK |
|        | MR. J. LAFLAMME<br>N.H. TOBACCO | CC: |         |
| FAX #: | (603) 881-3215                  |     |         |

PARTNERS PROMOTION REPORTING: **DOR\_SEPT\_JACKPOT** (MINIMUM 16 CHARACTERS)

IF YOU REQUIRE TECHNICAL ASSISTANCE RELATIVE TO THE FORMAT REQUIRED USING THESE PROMOTION / BRAND DESCRIPTIONS ON YOUR WEEKLY TAPE / DISC SUBMISSIONS, CONTACT THE PARTNERS HELP DESK @ 1-800-230-9732.

| UPC CASE | CASE | STATE | BRAND STYLE      | NUMBER OF | #/CARTONS TO   | #/SKUs (#545462)    |
|----------|------|-------|------------------|-----------|----------------|---------------------|
| 12300-   | SIZE | USE   |                  | CASES     | PACK @ DISPLAY | DISPLAYS / PREMIUMS |
| 25467    | 6M   |       | DORAL LT 100     | 4         | 1 (ONE CTN)    | 120                 |
| 25469    | 6M   |       | DORAL MEN LT 100 | 4         | 1 (ONE CTN)    |                     |
| 25468    | 6M   |       | DORAL 100        | 4         | 1 (ONE CTN)    |                     |
| 25470    | 6M   |       | DORAL ULT LT 100 | 4         | 1 (ONE CTN)    |                     |

PRODUCT PO # N/ADISPLAYS / PREMIUMS PO # N/A

| DESCRIPTION |   |
|-------------|---|
| 8/17/98     | PRODUCT ARRIVAL DATE                                  |
| 8/31/98     | RETAIL DISTRIBUTION DATE (WEEK OF)                    |
| \$5,378.59  | EFT \$ AMOUNT   |
| 4 CTNS      | RETAIL BILLING PER DISPLAY                            |
| 120         | NO. OF DISPLAYS ON CUSTOMER LIST                      |
| \$224.00    | PACKING PAYMENT<br>(\$14.00 x 16 (6M) PROMOTED CASES) |

| DESCRIPTION |                                 |
|-------------|---------------------------------|
| 8/17/98     | DISPLAYS / PREMIUM ARRIVAL DATE |
| 545462      | ITEM NUMBER                     |
| 1.3500      | SKU CUBE                        |
| 2.2600      | SKU WT (W/OUT PRODUCT)          |
| 40 OFFERS   | NO. RETAIL OFFERS PER DISPLAY   |
| 0           | NUMBER OF EXTRA DISPLAYS        |

**PROMOTION DESCRIPTION:**

SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. (A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).

SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.  
CONSUMER RECEIVES COUPON FOR .40¢ OFF 2-PACKS ON NEXT PURCHASE.

**DISPLAY LOAD:**

PLACE TEN (10) PRE-SLEEVED PACKS OF SAME BRAND INTO EACH COLUMN.

**PARTNERS PROGRAM REQUIREMENTS:**

- DISPLAYS MUST BE SHIPPED TO RETAIL THE WEEK OF: 8/31/98.
  - PACK / DELIVER EACH PROMOTION TO AT LEAST 90% OF ACCOUNTS ON ATTACHED CUSTOMER LIST WITHIN 3 WEEKS.
  - PROMOTION AND BRAND DESCRIPTIONS MUST BE PROPERLY REPORTED ON TAPE/ DISC SUBMISSIONS.
  - RETURN THE ATTACHED CUSTOMER LIST WITH ANY RETAIL REFUSALS WITHIN 4 WEEKS AFTER RETAIL DELIVERY DATE.
- JACKPOT.DOC

51844 9219

WHOLESALE : 462720 NEW HAMPSHIRE TOBACCO CORP. <DIRECT>  
 TEMPLATE : 801271 80900 DOR SEPT JACKPOT  
 TEMPLATE SEQ : 0917  
 SALES LEVEL : 16XXXX

| TERR   | RETAIL | ACCT   | NAME                | ADDRESS           | CITY           | ST | ZIP   | QTY | TAX | CHAIN-ID | SUPPLIER   | ACCT PHONE #      |
|--------|--------|--------|---------------------|-------------------|----------------|----|-------|-----|-----|----------|------------|-------------------|
| 112206 | 112220 | 706549 | BOSWORTH'S MARKET   | 281 MAIN ST       | FREMONT        | NH | 03044 | 1   |     |          | 927178     | (603)895-4440     |
| 112206 | 112220 | 755974 | NEWMARKET GETTY     | 37 N MAIN ST      | NEWMARKET      | NH | 03857 | 1   |     |          |            | (603)659-3263     |
| 112208 | 112225 | 737484 | FREMONT'S EAT N RUN | 198 MILTON RD     | ROCHESTER      | NH | 03868 | 1   |     |          |            | (603)330-0000     |
| 163803 | 163821 | 104445 | THE VILLAGE STORE   | FOREST RD         | LYNDEBOROUGH   | NH | 03082 | 2   |     |          |            | (603)654-9340     |
| 163803 | 163821 | 327791 | MINUTE MART         | PO BOX 72         | TROY           | NH | 03465 | 2   |     |          | 916783     | (603)242-3830     |
| 163803 | 163821 | 487018 | TNT GAS CONV. INC.  | RT. 101           | PETERBOROUGH   | NH | 03458 | 2   |     |          |            | (603)924-1060     |
| 163803 | 163821 | 590299 | RYAN'S VARIETY      | 409 NASHUA ST     | MILFORD        | NH | 03055 | 5   |     |          | 921155     | (603)673-3009     |
| 163804 | 163822 | 103075 | PALMERS MARKET      | 76 LOWELL RD      | HUDSON         | NH | 03051 | 2   |     |          | 905799     | (603)889-7898     |
| 163804 | 163822 | 103186 | STATE LINE VARIETY  | 404 FITCHBURG RD  | GREENVILLE     | NH | 03048 | 4   |     |          | 904524 CIG | (603)878-2356     |
| 163804 | 163822 | 559739 | HARDSCRABBLE VAR.   | 880 VALLEY RD     | GREENVILLE     | NH | 03048 | 4   |     |          | 919159 CIG | (603)878-4350     |
| 163804 | 163823 | 572626 | AYOTTES STATELINE   | 100 RIVER RD      | HUDSON         | NH | 03051 | 4   |     |          | 909598 CIG | (603)883-5239     |
| 163804 | 163822 | 103082 | J-DONS STATELINE    | 1081 W HOLLIS ST  | NASHUA         | NH | 03062 | 3   |     |          | 902692     | (603)889-7878     |
| 163804 | 163822 | 103088 | DUGAS MARKET        | 283 BROAD ST      | NASHUA         | NH | 03063 | 2   |     |          | 901884     | (603)882-4418     |
| 163804 | 163822 | 104411 | LIZOTTE'S GROCERY   | 74 MAIN ST        | GREENVILLE     | NH | 03048 | 2   |     |          | 902726     | (603)882-0161     |
| 163804 | 163822 | 104599 | JEANNOTTES MARKET   | 2 COURTLAND ST    | NASHUA         | NH | 03060 | 2   |     |          | 912261     | (603)889-3441     |
| 163804 | 163822 | 233425 | SAM & ANNA'S VAR    | 187 WEBSTER ST    | HUDSON         | NH | 03051 | 2   |     |          | 904649     | (603)882-2841     |
| 163804 | 163822 | 508107 | TEMPLE ST. SUPERETT | 59 TEMPLE ST      | NASHUA         | NH | 03060 | 2   |     |          | 909853     | (603)883-8989     |
| 163804 | 163822 | 565855 | R & M VARIETY       | 89 ALLEDS ST      | NASHUA         | NH | 03060 | 2   |     |          |            | (603)595-8551     |
| 163804 | 163822 | 601076 | MOBIL MAIN STREET   | 267 MAIN ST       | NASHUA         | NH | 03060 | 2   |     |          | 902916     | (603)886-3860     |
| 163804 | 163822 | 643569 | KOZY KORNER         | 147 LAKE ST       | NASHUA         | NH | 03060 | 2   |     |          | 921304     | (603)881-7627     |
| 163804 | 163822 | 647037 | JAC'S PLACE         | 72 1/2 W HOLLIS S | NASHUA         | NH | 03060 | 2   |     |          | 924894     | (603)880-8452     |
| 163804 | 163822 | 686968 | KIRKPATRICK'S CORNE | 125 CONCORD ST    | NASHUA         | NH | 03060 | 2   |     |          | 908707     | (603)882-3962     |
| 163804 | 163822 | 687555 | SHELL FOOD MART     | 301 MAIN ST       | NASHUA         | NH | 03060 | 2   |     |          | 925040     | (603)889-5170     |
| 163804 | 163822 | 693248 | C&J VARIETY         | 29 CHESTNUT ST    | NASHUA         | NH | 03060 | 4   |     |          | 925123     | (603)654-6733     |
| 163804 | 163822 | 697275 | BROOKSIDE MINI      | RT 101 WEST       | WILTON         | NH | 03086 | 2   |     |          |            | (603)888-4401     |
| 163804 | 163822 | 703675 | SO MAIN VARIETY     | 590 S MAIN ST     | NASHUA         | NH | 03060 | 2   |     |          | 926394     | (603)889-2160     |
| 163804 | 163822 | 728902 | GEORGE'S OF HUDSON  | 71 DRACUT RD      | HUDSON         | NH | 03051 | 2   |     |          | 927087     | (603)889-3372     |
| 163804 | 163822 | 743205 | EAT HERE & GET GAS  | 620 AMHERST ST    | NASHUA         | NH | 03063 | 2   |     |          | 903088     | (603)595-4908     |
| 163804 | 163822 | 754903 | LOCK STREET MARKET  | 54 LOCK ST        | NASHUA         | NH | 03060 | 2   |     |          | 901401     | (603)888-1531     |
| 163804 | 163822 | 774591 | THE BRIGHT SPOT     | 43 E DUNSTABLE RD | NASHUA         | NH | 03060 | 2   |     |          |            | (603)329-4935     |
| 163805 | 163820 | 411226 | THE STORE & MORE    | 320 SANDOWN RD    | EAST HAMPSTEAD | NH | 03826 | 2   |     |          | 921007 CIG | (603)635-7625     |
| 163805 | 163820 | 103073 | RAYS STATELINE MKT  | 4 MAMMOTH RD      | PELHAM         | NH | 03076 | 4   |     |          |            | CIG (603)635-7643 |
| 163805 | 163820 | 611422 | FIRST CHANCE        | DBA PELHAM MOBIL  | PELHAM         | NH | 03076 | 5   |     |          | 923177     | (603)894-4111     |
| 163805 | 163820 | 650809 | U S GAS INC         | 362 N BROADWAY    | SALEM          | NH | 03079 | 3   |     |          |            | (603)425-1132     |
| 163805 | 163823 | 657378 | TEXACO QUIK STOP    | 1 HAMPTON DR      | LONDONDERRY    | NH | 03053 | 2   |     |          |            | (603)893-3681     |
| 163805 | 163820 | 661045 | HOWIE-GLYNN & SONS  | COBBETT POND RD   | WINDHAM        | NH | 03087 | 2   |     |          |            | (603)382-2862     |
| 163805 | 163820 | 682602 | COLBY CORNER MINI M | RT 121A & RT 111  | E HAMPSTEAD    | NH | 03826 | 2   |     |          |            | (603)898-6488     |
| 163805 | 163820 | 683130 | SALEM CONVENIENCE   | 401 MAIN ST       | SALEM          | NH | 03079 | 2   |     |          |            | (603)898-5436     |
| 163805 | 163820 | 687557 | KEV'S COUNTRY STORE | 110 N MAIN ST     | SALEM          | NH | 03079 | 2   |     |          | 926345     | (603)329-9300     |
| 163805 | 163820 | 724669 | TOWNE LINE VARIETY  | 1 GIGANTE DR      | HAMPSTEAD      | NH | 03841 | 2   |     |          |            | (603)434-0788     |
| 163805 | 163823 | 730143 | BROTHERS CORNERS VT | 34 SOUTH STREET   | DERRY          | NH | 03038 | 2   |     |          |            | (603)635-2828     |
| 163805 | 163820 | 733041 | C & M GETTY         | PELHAM GULF MART  | PELHAM         | NH | 03076 | 3   |     |          |            |                   |

5N55B2

## WORKPLAN VAP TEMPLATE LISTING

PAGE: 6  
DATE: 98-07-13  
TIME: 02:09 PMWHOLESALE : 462720 NEW HAMPSHIRE TOBACCO CORP. <DIRECT>  
TEMPLATE : 801271 80900 DOR SEPT JACKPOT  
TEMPLATE SEQ : 0917  
SALES LEVEL : 16XXXX

| TERR   | RETAIL | ACCT   | NAME                | ADDRESS           | CITY        | ST | ZIP   | QTY | TAX | CHAIN-ID | SUPPLIER | ACCT PHONE #  |
|--------|--------|--------|---------------------|-------------------|-------------|----|-------|-----|-----|----------|----------|---------------|
| 163805 | 163820 | 804396 | ATKINSON VILLAGE ST | 110 MAIN ST       | ATKINSON    | NH | 03811 | 2   |     |          |          | (603)362-5896 |
| 163806 | 163823 | 371559 | WEBSTERS FAMILY STO | 707 MILFORD ROAD  | MERRIMACK   | NH | 03054 | 2   |     |          | 915934   | (603)889-4886 |
| 163806 | 163823 | 643590 | STEVE'S 101 MOBIL   | 137 AMHERST RD    | BEDFORD     | NH | 03110 | 2   |     |          | 917815   | (603)472-2763 |
| 163806 | 163823 | 699056 | MERRIMACK VILLAGE V | 601 DANIEL WEBSTE | MERRIMACK   | NH | 03054 | 1   |     |          | 925412   | (603)424-5371 |
| 163806 | 163824 | 718909 | CIDER MILL COUNTRY  | 278 ROUTE 101     | AMHERST     | NH | 03031 | 2   |     |          |          | (603)673-8400 |
| 163806 | 163823 | 723710 | BON BON'S MOBIL     | 140 DW HWY        | MERRIMACK   | NH | 03054 | 2   |     |          | 915595   | (603)882-4555 |
| 163806 | 163823 | 792393 | ABBOTT'S MARKET     | 436 D.W. HWY      | MERRIMACK   | NH | 03054 | 1   |     |          | 928440   | (603)424-3020 |
| 163806 | 163824 | 604770 | UNION ST MARKET     | 621 UNION ST      | MANCHESTER  | NH | 03104 | 2   |     |          | 928507   | (603)668-8720 |
| 163806 | 163822 | 622539 | AMHERST MOBIL       | 75 NASHUA ROAD    | AMHERST     | NH | 03031 | 2   |     |          | 922252   | (603)673-3590 |
| 163807 | 163826 | 522669 | L'ITALIENS MINI MAR | ROUTE 104         | NEW HAMPTON | NH | 03256 | 2   |     |          |          | (603)744-6440 |
| 163807 | 163826 | 676719 | FRANKLIN FAST FOOD  | NORTH MAIN ST     | FRANKLIN    | NH | 03235 | 2   |     |          | 926295   | (603)934-2602 |

PAGE BREAK TOTAL ACCOUNTS 53 TOTAL QUANTITY 120

TEMPLATE TOTAL ACCOUNTS 53 TOTAL QUANTITY 120

51844 9221

# We're Giving Customers A Million Good Reasons To Stop By Your Store In September.

## Doral's Price Check Jackpot!

Doral is introducing the Price Check Jackpot, giving customers a chance to hit the jackpot and win a cool million dollars.

To enter, adult smokers will need to visit your store for entry forms and to check the prices of Doral and GPC or Basic.

In-store, we're providing a unique, impactful display and advertising materials that will draw attention and create a sense of excitement. These materials will be delivered to your store by Sept. 1st. Please price and place immediately upon arrival.

Doral will support this promotion with direct mail advertising.

In September, everyone comes out a winner with Doral's Price Check Jackpot.



Easel Card  
w/Entry Forms



Wobbler



Counter  
Display  
(40 packs  
per display)

Additional Support Pieces:\*

Pack Outlet  
Small Paster

Cigarette/Tobacco Store Outlet  
Large Paster  
Banner  
Standee

\*Adhesive numbers and a pricing pen will be included for you to price the materials.